CX ACADEMY360
Customer Experience **Training Excellence**

Advanced Certificate in **Supporter Experience Leadership**

Delivered live in-person, online with your Course Director.
In Partnership with the Human Experience Consultancy

THE HUMAN EXPERIENCE
HX
CONSULTANCY



Welcome

About The CX Academy

With graduates in over 100 Countries, The CX Academy sets the global standard for CX Excellence and Certification.

We passionately believe that an understanding of Customer Experience is fundamental to the growth and sustainability of all organisations – B2B, B2C, Public Sector and Not For Profit.

There has never been a more exciting or opportune time to learn the skills and knowledge required to deliver Customer Experience Excellence.

Our real aim is to make the learning experience interesting, practical, engaging and enjoyable, and to support our learners and graduates every step of the way. We have distilled many years of CX knowledge into courses that now set the standard in Customer Experience learning.

About The HX Consultancy

The HX Consultancy, founded by Jane Trenaman, is a specialist consultancy focused on helping nonprofit organisations design more human-centred, insight-led experiences across supporter, employee, and service journeys. The team does so by bringing together expertise across strategy, data, fundraising, technology, governance, and organisational transformation.

The HX Consultancy works with nonprofits and purpose-led organisations to translate customer experience thinking into practical, measurable impact. The HX Consultancy additionally focuses on assisting commercial partners within the charity space, bridging the gap between sectors to foster excellence and shared best practice for all stakeholders.

Our Partnership

The partnership between The HX Consultancy and The CX Academy creates a uniquely powerful proposition for the sector. The CX Academy brings globally recognised CX expertise, internationally respected qualifications, and best-in-class thought leadership developed through work with organisations across more than 100 countries. The HX Consultancy brings deep nonprofit, fundraising, data, and supporter engagement expertise — ensuring the programme is grounded in the real operational, cultural, and governance challenges facing charities today.

Together, the partnership combines global CX excellence with practical nonprofit application: bridging the gap between commercial customer experience, best practice and the realities of supporter experience, fundraising transformation, and mission-driven leadership. The result is a highly practical, cross-sector leadership programme designed to help organisations build stronger supporter relationships, increase loyalty and income, and deliver greater long-term impact.

Course Overview

The **Advanced Certificate in Supporter Experience Leadership** brings together the globally recognised expertise of **The CX Academy** and the specialist nonprofit experience of **The HX Consultancy** to create a world class programme tailored specifically for charity and purpose-led organisations.

The course is delivered **live online** for three hours per day over three days. It is taught by CX and Supporter Experience professionals who understand the challenges facing non-profit organisations and have practical experience in developing effective solutions. **The course is grounded in real-world, practical experience**, including case studies from nonprofit and other sectors.

Designed for leaders and practitioners across fundraising, supporter experience, digital, data and organisational strategy, **the programme explores how to embed supporter-centric thinking across culture, technology, measurement and leadership**.

It is equally relevant for charities and for businesses working alongside the sector—including technology providers, agencies and consultants—who want to better understand the context, motivations and emotional drivers of the customers and communities they serve. Individual and team registrations are now open.

This course is for:

- Head of Supporter Experience / Supporter Experience Lead / Chief Supporter Officer
- Fundraising Leaders - Directors, Heads, Managers
- Heads of Supporter Engagement or Donor Development
- Supporter Services & Donor Care leaders
- CRM Product or Project Leads in nonprofit organisations
- Change management & innovation professionals
- Sales leaders & AEs operating in nonprofit space
- Customer Success Managers in nonprofit space

Why it's different:

- It's live – in-person online – ask questions and interact or simply sit and learn!
- Globally respected lecturers with 'real-world' experience
- Your lecturer will help, mentor and advise
- Class sizes are small ensuring individual attention
- Featuring case studies from nonprofit sector and beyond
- Bringing cross-sectoral expertise together
- Learn from and network with others
- It's a short course over three sessions

Participants are encouraged to invite a senior leader from their organisation to attend the first and last hour of the course. The purpose of this is to aid stakeholder engagement and understanding of the strategic and cultural context required for Supporter Experience success.

Course Overview

What will you gain from this course?

- A deep understanding of **the application of core CX principles**, pragmatically and appropriately in the nonprofit space
- Use data, measurement frameworks, and technology **to inform decision-making and demonstrate impact**
- Understand how to **build the internal case for supporter experience, including aligning stakeholders, securing buy-in, and navigating governance structures**
- **Translate insight into action**, supporting the adoption of new ways of working across teams and functions
- **Learn from cross-sector examples and peer experiences**, gaining fresh perspectives and practical approaches
- Build a **trusted network of peers and cross-sectoral experts to support ongoing collaboration, problem-solving, and shared learning**
- **Strengthen ability to lead change within charities internally**, embedding supporter-centric thinking across culture, strategy, and operation

How is the course delivered?

The course is delivered live, in-person and online with your lecturer. It is 9 hours direct learning over 3 days. Delivery of the course is spread out over 3 consecutive weeks. You will also be offered the option to bring a senior colleague to join relevant elements of the first and final sessions.

How is the course assessed?

The course is assessed through a practical, short and simple assignment. The assignment will be an opportunity for learners to put their learnings into practice within their organisation.

Your official accreditation and certificate will be awarded on attendence of all modules and successful completion of the assignment.

Course Content

There are 6 modules giving you a detailed and practical understanding of CX that you can apply in any organisation.

Module 1 **Supporter Experience Alignment with Organisational Strategy**

Module 2 **The CX Academy Framework**

Module 3 **Measuring & Business Casing Supporter Experience Excellence**

Module 4 **Supporter Journey Mapping**

Module 5 **AI, Technology & Innovation in Supporter Experience**

Module 6 **Culture & Staff Engagement**

The course covers live online learning with your lecturer plus assignments, industry insights, case studies and a mentored assignment.

Throughout the course you will learn about global best practice frameworks, brought to live with real world case studies. The course is engaging and interactive, with participants sharing their challenges and experiences in workshop style group discussions.



Module 1

Supporter Experience Alignment with Organisational Strategy

Delivering meaningful supporter experiences is critical to driving income, loyalty, and impact - yet it can be challenging for nonprofits to embed this effectively and align it with their organisational strategy.

In Module 1, you will learn how to:

- Differentiate Supporter Experience from Donor Care, UX and EX
- Apply a best practice Supporter Experience strategy guide
- Respond to rising supporter expectations
- Understand the return on Supporter Experience investment (ROI)
- Apply the latest global Supporter Experience insights and trends
- Build executive and organisational buy-in
- Mobilise key influencers across the organisation

Module 2

The CX Academy Framework™

This module introduces a proven framework, based on millions of surveys across all sectors, to understand what creates truly impactful experiences that drive impact, loyalty and connection leading to growth and sustainability.

In Module 2, you will learn how to:

- Understand the Six Emotional Drivers of The CX Academy Framework in a nonprofit context
- Identify the behaviours of each driver and how to use the Framework to drive action in nonprofit organisations
- Understand the ROI of the framework, connecting change in behaviour to business benefits
- Use The CX Academy Framework to educate, benchmark, measure, plan and act

Module 3

Measuring & Business Casing Supporter Experience

Exceptional supporter experience starts with knowing where you are and where to go. This module equips leaders to use data and insight to drive Supporter Experience improvements that create measurable value for customers, employees, and the organisation.

In Module 3, you will learn how to:

- Assess the starting point — understand your current Supporter Experience performance
- Define and measure supporter experience
- Create a holistic view of Supporter Experience for leaders within the organisation
- Use metrics to support and build your business case
- Turn metrics into action through a structured approach

Module 4
Supporter Journey Mapping

This module provides a concise, strategic overview of Supporter Journey Mapping. As leaders you need to understand how journeys shape the supporter experience and associated outcomes.

In Module 4, you will learn how to:

- Understand supporter journey mapping (SJM), how it is different to process mapping and its benefits
- Introduction to development and use of supporter personas
- Apply the step by step SJM process from understanding your customers to creating the ideal customer journey
- Embed a journey management framework that enables the organisation to continuously monitor and improve the experience

Module 5
AI, Technology & Innovation in Supporter Experience

As technology continuous to evolve and change our everyday life, leaders need to understand how to harness technology to deliver Supporter Experience Excellence. This module equips leaders to leverage digital and AI solutions strategically, without losing the human touch.

In Module 5, you will learn how to:

- Be confident and understand the role of a Supporter Experience Leader in AI, technology and innovation
- Understand AI's impact on Supporter Experience
- Drive innovation in a sometimes risk averse sector
- Balance tech with the human touch delivering a "Digital when I want it, human when I need it" approach

Module 6
Culture & Staff Engagement

Learn how to embed a supporter focused culture into the way you hire, lead, communicate and operate with real-world examples.

In Module 6, you will learn how to:

- Define what a truly supporter focused culture looks like
- Understand the role of leadership in shaping Supporter Experience culture
- Build your supporter promise
- Use internal communication to reinforce supporter focus
- Break down silos, align teams and sustain momentum
- Recruit for attitude, empathy and a supporter focused mindset
- Ignite passion for and celebrating the supporter

The course will finish with **a practical Strategy Guide that brings your learnings together**. The Four Stages to CX Excellence covers: Committing to CX, building your foundations, getting staff engaged and ultimately creating a consistent bond with your customers that delivers real Return On Investment (ROI).

All modules will be interactive, with group discussions, workshop style breakout sessions, allowing sharing of best practice and networking opportunities with other learners. You will also be offered the option to bring a senior colleague to join relevant elements of the first and final sessions.

Your Course Directors and Lecturers



Siobhán Mallen - *Course Director and Director of Learning, The CX Academy*

Siobhán is a highly experienced Customer Experience (CX) professional with a unique blend of hands-on and strategic expertise. Her 20+ year career spans from front-line roles to management positions in product development, operations, and customer care - ultimately leading her to her true passion: Customer Experience.

Siobhán has worked in organisations developing and delivering CX strategies, and more recently worked in a consultancy role with The CX Company. In this role Siobhán worked with global brands to create and implement CX strategies.

In her role as course director, Siobhán has worked, along with other experts in the field, to develop the global standard in CX qualifications, via The CX Academy course offering.

Siobhán has recently taken on the role of Director of Learning with The CX Academy, ensuring all of our courses meet the exceptional standard our learners and graduates expect.



Jane Trenaman - *Founder and MD, The HX Consultancy*

With over 25 years in customer experience and insight, Jane has been applying this in a nonprofit context since 2011 through a range of charity leadership, trustee and consultancy roles. She brings diverse experience from a range of sectors including telecoms, automotive and technology and now works with charities to apply CX principles in a pragmatic, appropriate and tailored manner. She gets her kicks from driving supporter centric, data-driven fundraising strategies that challenge internal silos, leverage technology and empower employees.

In 2023, Jane established The Human Experience Consultancy - a boutique consultancy that takes the best from human-centred design, creativity, lean processes, holistic journeys, data strategy, measurement and customer experience. She is an established thought leader and seasoned public speaker, writer and trainer in the nonprofit sector in the UK and Ireland.

Above all, Jane is an advocate for the sector, passionate about the power we have to shape the human experience and drive social impact.

Experts in Customer & Supporter Experience

Learners who have graduated through our courses come from:

Irish Cancer Society
Emirates
zendesk
salesforce
BT
ORACLE
INTUIT quickbooks
NHS
AXA
Allianz
RSPCA.
Irish Red Cross
age UK
sky
Virgin media
asos
Mercedes-Benz
DogsTrust
Guide Dogs
SurveyMonkey
Prudential
HappyOrNot
laya healthcare
ptsb
DHL
The Insurance Institute
CLAYTON HOTELS
Legal & General
Open Doors
WAITROSE & PARTNERS

Industry Approved Online Courses

Industry Advisory Council (IAC)

Customer Experience experts and industry leaders from the world's largest and most influential digital and traditional brands sit on our Industry Advisory Council. These Members validate and approve our syllabus and course content, establishing the highest standards.

By providing expert review and recommendations on a regular basis, the Advisory Council ensures that the syllabus is aligned to industry needs and covers the most up to date CX skills, core competencies and knowledge required.



Paul Farrell
Vice President Commercial
Virgin Media



Jonny Parkes
Founder
Customer Minds



Justin Conry
Head of Transformation
Three Mobile



John Gallagher
Head of Accelerated Growth
Google



Andrea Saitta
Group CX Director
Air Liquide



Julian Murray
Founder
Journey Mapper



Kingsley Aikins
Managing Director
Diaspora Matters



Anthony Quigley
Founder
Code Institute



Martin Canwell
Solutions Consultant
Aptean



Ann-Marie O'Donnell
Customer Strategy Director
Actavo



Kevin Tuck
Senior Customer Assurance Rep.
Nissan



Siobhán Mallen
Course Director
The CX Academy



Julian Douglas
Head
The CX Academy



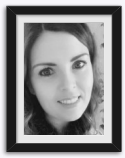
Melanie Fischer
Service & Support Director
Waitrose & Partners



Tina McDonald
Customer Relations Manager
IKEA



Gabrielle Dracopoulos
Head of Customer Experience
Intuit QuickBooks



Laura O'Toole
Customer Experience Controller
SKY



Peter Heneghan
Founder
The Future Communicator



Michael Killeen
Chairman
The CX Academy

The **CX Academy Way**

- **The CX Academy Way** is far more than a CX philosophy. It is a practical journey through Customer Experience that delivers an outcome of **CX Excellence** with real **commercial imperatives**.
- We understand the requirement that CX must deliver **return on investment**. CX metrics are taught with a business focus without ever losing focus on our core values; a **passion for the customer** and a **balance of human experience** with today's technical capabilities.
- Although we take education very seriously, The CX Academy was **born from business** and our foundation is built through the **unrivalled experience** of our lecturers and course directors.
- All learning comes from a **professional knowledge** base distilled through constant real-world experience, working day-to-day with cutting edge **CX champion organisations** throughout the world.
- We're your professional **development partner** and we'll keep you up-to-date with all aspects of customer experience. We sit on your side of the table at all times.
- The CX Academy is industry-led and informed by the **very best minds in the CX sector**. Through these foundations, we plan to grow as you grow and support you as a qualified CX professional in your ongoing career.
- This is what we call **The CX Academy Way**.

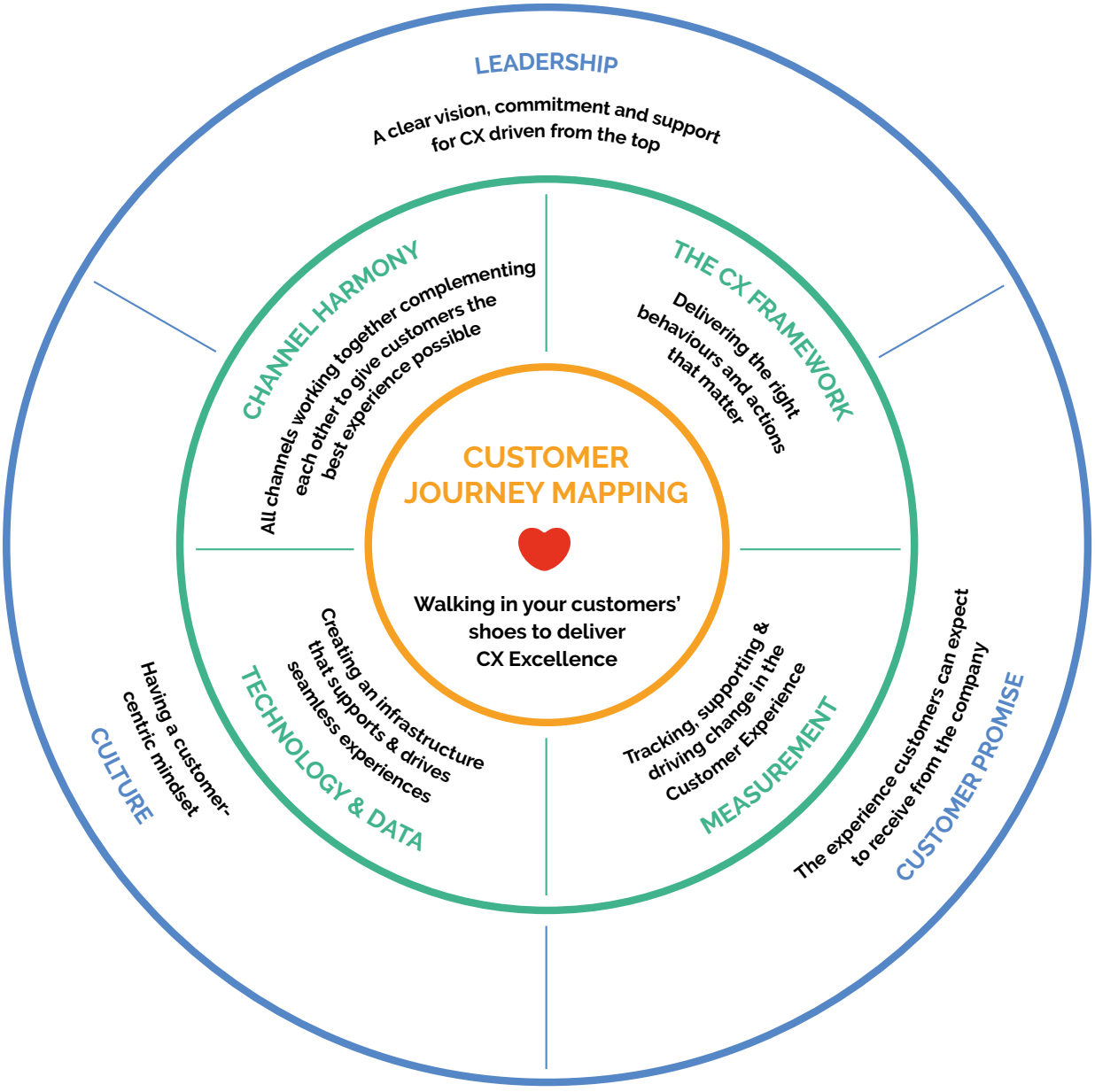
Learn through our Unique Frameworks

The CX Academy Framework™ is made up of six emotional drivers that build bonds with customers. These bonds lead to customer loyalty, advocacy and business growth.



Learn through our Unique Frameworks

The CX Academy CX Strategy Model demonstrates how all the key elements of a CX strategy fit together, from the Fundamentals of Leadership, Culture and Customer Promise, to the Enablers of Technology & Data, Channel Harmony, The CX Framework and Measurement.



Testimonials About Our Courses

I thoroughly enjoyed every aspect of the CX Diploma course. It was easy to follow and I particularly enjoyed the videos being in short, digestible nuggets. It was a great mix of online videos, assessments and multiple choice exams to check my understanding of the topics.

The course benefits both my current role managing a busy and growing contact centre but also will benefit my future career prospects as I feel well equipped to be able to adapt my learning to whatever role I do in the future.

Thank you CX Academy for such an engaging and informative course."

Melanie Fischer
Partner & Manager Customer Care Central Retail, Waitrose & Partners

WAITROSE & PARTNERS

I completed the Professional Certificate in CX, which helped consolidate my on the job learning and connect it to the theory and strategic thinking behind customer experience.

It also gave me new perspectives, and helping me understand why some things we instinctually feel are right so have an impact, providing the evidence I needed to articulate my approach to stakeholders."

Emily Fabian
Senior Strategy & Experience Manager, British Red Cross

BritishRedCross

This is by far the best course I've taken since my university days. The depth, the quality, the hands on practical application, the format and the service were all absolutely brilliant.

All in all, this CX Diploma gave me new tools, new perspectives and most of all the knowledge, insight and confidence I needed to pursue my CX career.

It didn't feel like a course as much as an exhilarating, intelligent and inspiring experience. I'm actually really sad it's over!"

Jeanne Ogilvie
Customer Strategy and Applied Design Manager, Deloitte Australia

Deloitte.

Testimonials About Our Courses

I really enjoyed the course - it helped to validate and enhance my existing knowledge, provide relatable case studies for reference and shared excellent tools that I can use to help create more robust frameworks for driving positive change."

Davina Bamford
Customer & Brand Experience Manager, Age UK

I must say the course has been an 'eye opener'. Before the course, I felt like CX was kind of the new 'digital' - something everybody talks about but nobody really does or understands.

Now I feel really comfortable talking about CX and how it can transform a business and I am convinced it is a key concept to master in an increasingly digital world in which technology tends to forget that our customers are humans!

The modules were really good, with written summaries and documentation but also the articles were very useful."

Pierre Brouquet
Directeur Activités Ville et Gaz Thérapeutiques Hôpital, Air Liquide

I really enjoyed going through the programme for the CX diploma in my evening hours. I learned a great deal about many different CX disciplines and liked the balance between theory and practise.

There are plenty of examples provided from other organisations throughout and doing the assignments helped me to test and apply any learnings in practise.

Looking back, it's a great investment for any CX practitioner and to leave with a wide-range of tools is something I will benefit from for many years to come."

Stefan Witteman
Head of CX Implementation, Entain

The CX Academy - Setting The Global Standard

We work with CX industry leaders to ensure that our courses deliver the skills, knowledge and industry needs that are required by CX professionals throughout the world.



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